



WIRELESS CONSULTANTS
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SITE JUSTIFICATION REPORT & PROJECT DESCRIPTION

Verizon Facility known as 67 & Bradley

Verizon is interested in proposing a wireless telecommunication facility at 1681 N. Magnolia Avenue, El Cajon which is under the jurisdiction of the County of San Diego. The subject property is located in the M-54 zone, is on the east side of N. Magnolia Ave, north of W. Bradley Avenue. The property is fully developed with an existing 1 story industrial building.

Our initial site search attempted to identify non-residential zones or land uses that would accommodate the search ring objectives. The subject site is within the industrial M-54 zone, and nearby land uses are primarily industrial and commercial, with residential uses on the other side of the 67 freeway.

Several properties were investigated as potential sites and the following is our assessment of these properties:

1717 N. Magnolia Avenue

The owner of this property was interested in having a wireless carrier onsite and we investigated this site as a potential location to develop a faux tree or on top of the existing industrial building. The property would provide the coverage objective but because of the site constraints (not adequate ground space for a complete installation) we did not move forward with this candidate. The existing zoning for this property is M-54.

1675 N. Magnolia Avenue

The owner of this property was interested in having wireless carrier onsite and we investigated this site as a potential location. The building on the property would not work for a rooftop installation. After further review it was determined due to extreme site constraints (not enough open/available ground space for our installation) this site would not be able to accommodate our installation. It was decided to not move forward with this candidate. The existing zoning for this property is M-54.

1541-1641 N Magnolia Avenue (retail center)

Approximately 550 feet to the south of our property there is an existing monopole telecommunication installation. There was not enough space on this property to install our generator or equipment. Additionally any new antennas on the existing monopole would not be screened.

1681 N. Magnolia Avenue – Project Description

This site was determined to be the most viable option for locating antennas and radio equipment in order to achieve the desired coverage and capacity needs.

We met with the owner of the industrial building located at 1681 N. Magnolia Avenue and discussed several options for our installation. The design discussed and agreed upon was to install a new faux pine tree and necessary equipment in the rear of the property. There are currently many tall telephone/utility poles, palm trees and evergreen trees in the view shed impact area around our project location. The proposed equipment enclosure will be located near the South East corner of the property. The necessary setbacks, from the property line, will be observed. The owners existing storage area in the back South East corner will be maintained.

The proposed installation will include a 30 foot x 30 foot enclosure and lease area. Inside of this area we will install a built in place 246.75 square foot equipment building, which will contain all radio and power equipment. The equipment building will be painted to match the existing building onsite. Also in the enclosure will be an emergency generator, 2 mechanical units and a 60 foot faux monopine. All of these structures are on the west side of the shelter and screen them from view from the 67 fwy. The monopine will hold 12 antennas, RRUs, Surge Suppressors and 1 – 4 foot microwave dish. The Microwave dish points to Rattlesnake Mountain. There will be a minimum of 2 feet of clear space from the face of the antennas to the end of the branch foliage. Additionally each antenna will have a RF transparent 'sock' that will also assist in making the antennas less visible to the public. No landscaping or parking spaces are being removed. The generator will be run every week for about 15 minutes as an "exercise" cycle.

Since the proposed installation is located behind the existing industrial building and is in the middle of a heavy industrial zone the site will not be an impact to adjoining businesses. The site will be located approximately 150 feet from the 67 Freeway and there is a grade difference of approximately 10 feet. This property is lower than the freeway, so the equipment enclosure will not be readily visible to drivers. There is also another property with outside storage between our property and the freeway that further buffers our property. Approximately 200 feet to the south, on a nearby parcel, there is an existing monopalm telecommunication installation.

This site meets the requirements of the FP-2 policy.

The existing zoning is M-54. On November 6, 2013 the Lakeside CPG unanimously approved our proposal for the 60 foot faux monopole on this property and in our proposed configuration.

Optimum capacity and coverage at this proposed Verizon facility is crucial for a coverage area in this industrial area and to the residential areas East of 67 Freeway. Additionally, in building coverage has become as critical as street side coverage as most of Verizon's subscribers desire to use their handsets for both voice and internet use. This facility provides Verizon network coverage to both the residents of the surrounding community, as well as the driving public and industrial properties. Additionally, the purpose of this new site is to add both coverage and

capacity in order to service more subscribers and to increase speed for the faster transmission of data.

The attached coverage maps and site justification map detail that this facility serves a crucial role in expanding the Verizon network and meeting the demands of surrounding customers. We have also provided additional models showing that our proposed height allows us to fill more of our needs with one site and eliminates the need for multiple shorter sites. Additionally our proposed height allows another carrier with different coverage needs to collocate on the faux pine tree. With customers increasingly moving away from landlines and relying on mobile service providers to meet their communications needs there is increased need for wireless coverage. Furthermore, traffic and topography dictate the coverage and capacity needs that carriers try to satisfy as part of their objectives. Without the subject facility, the business and residents in the surrounding community would lack coverage and capacity due to the lack of additional Verizon facilities to cover the target area. Therefore, the focus of the proposed project and this permit application for this property provides technology which is crucial to the network.

Photo simulations and drawings of the proposed installation are included with this letter to better illustrate the proposed request. All radio and power equipment will be screened from the public view by virtue of it being behind the existing industrial building and use.

Conclusion

The proposed Verizon wireless installation provides a material benefit to the community by providing communications services for personal, business, and emergency purposes. There is currently a change underway relative to communications, with communications of all kinds utilizing wireless networks. Approximately 25% of homes in the U.S. are now "wireless only", having no landlines. The rate of wireless-only homes is increasing at about 5% a year. Over 50% of all 911 calls are now done so via cellphone. Thus, providing reliable wireless services to all of our communities is vital for the public health, safety, and welfare, a basic finding for a use permit.